

What is claimed is:

1. A reinforcement material for rubber having a flat coil shape where, when the material is in a single free state, loop portions are partly superposed on each other in sequence.
2. The reinforcement material for rubber according to claim 1, wherein reformed portions are provided between loop portions adjacent to each other, the reformed portions having a curvature different from that of the loop portions.
3. The reinforcement material for rubber according to claim 1, wherein the number of wraps of other loop portions superposed on an arbitrary loop portion is set to 1 to 15.
4. The reinforcement material for rubber according to claim 1, wherein low-stress elongation at a load of 10N is not less than 35%.
5. A reinforcement material for rubber having a flat coil shape, wherein loop portions are partly superposed on each other in sequence, and reformed portions are provided between loop portions adjacent to each other, the reformed portions having a curvature different from that of the loop portions.
6. A rubber product containing a reinforcement material embedded in rubber, wherein the reinforcement material has a flat coil shape, in which loop portions are partly superposed on each other in sequence, and in which reformed portions having a curvature different from that of the loop portions are provided between loop portions adjacent to each other.
7. A method for producing a rubber product comprising the steps of: embedding a reinforcement material in unvulcanized rubber, the

reinforcement material having a flat coil shape in which loop portions are partly superposed on each other in sequence and having reformed portions with a curvature different from that of the loop portions provided between loop portions adjacent to each other, thus forming an unvulcanized rubber product; and

vulcanizing the unvulcanized rubber product.

8. A pneumatic tire containing a reinforcement material embedded in rubber, wherein the reinforcement material has a flat coil shape, in which loop portions are partly superposed on each other in sequence, and in which reformed portions having a curvature different from that of the loop portions are provided between loop portions adjacent to each other.

9. A method for producing a pneumatic tire comprising the steps of: embedding a reinforcement material in unvulcanized rubber, the reinforcement material having a flat coil shape in which loop portions are partly superposed on each other in sequence and having reformed portions with a curvature different from that of the loop portions provided between loop portions adjacent to each other, thus forming an unvulcanized rubber product; and

vulcanizing the unvulcanized tire.